



Tourism & Events Department
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Scottsdale, AZ 85251
480.312.7177

**To: Linda Dillenbeck, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: August 21, 2018

Subject: Staff Report – Tourism Reports

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

Highlights for Business Activity in May 2018

May bed tax collections were down (-25%) with YTD collections up (5%). May bed tax collections were down due to timing of a receipt from last month. Miscellaneous retail tax collections were up YTD (11%) and restaurants were up YTD (8%). This report is on a cash basis, so only the cash that is received within the month is included.

May hotel classification report indicates YTD bed tax collections for resorts were down (-2.2%), full service property was up (8.2%) and limited service properties were down (-0.2%). The hotel classification report pulls data based on the reporting period not the actual receipt collections.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years as well as the adopted budget.

Highlights as of June 30, 2018

Highlighted changes include updated event expenditures and preliminary event program expenses.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for June 2018

Scottsdale Trend Report (59 properties)

Over the past 12 months occupancy is up (1.7%) average daily rate (\$198.12) is up (1.7%) and Rev Par (\$136.89) is up (3.5%) when compared to the same period last year.

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months Transient occupancy was up (6.3%) average daily rate was (1.3%) and rev par up (7.6%). Group Occupancy was down (-5.0) average daily rate was (3.0) and rev par was down (-2.1).

Regional Reports

Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is up (4.0%) average daily rate (\$154.97) is down (-1.2%) and Rev Par (\$113.52) is up (2.8%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is up (1.9%) average daily rate (\$195.36) is up (2.0%) and Rev Par (\$130.86) is up (3.9%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is down (-0.8%) average daily rate (\$240.95) is up (4.2%) and Rev Par (\$167.93) is up (3.4%) when compared to the same period last year. The northern properties have shown a decrease in May and June in both occupancy and rev par.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Program Updates

Per the commission's request the following is post event summary of the June 16, 2018 Fahrenheit Festival. The Festival attracted 2,375 attendees with registered runners coming from 14 states, and 2 countries. Earned Media for the festival totaled \$421,000 with \$49,000 in direct paid media. Attached is the festival media report. The festival was contract compliant.

The Old Town marketing campaign update will be provided at the August TDC meeting.

BED TAX COLLECTION REPORT - FY 17/18
Prepared by the City of Scottsdale Tourism Events Department
August 21, 2018 (Preliminary)

Item 7a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY16/17 property pre-classification. As a percentage of 8,727 total hotel rooms in the City as of August 2017. Resort hotels represent 45%, Full Service hotels 21%, and Limited Service hotels 34%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	16/17 Bed Tax Collections	FY17/18 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
¹ June	4.6%	\$860,598	\$1,176,941	37.0%	73.0%	-15.0%	0.0%
² July	4.0%	\$739,002	\$902,085	22.0%	45.0%	56.0%	13.0%
³ August	3.9%	\$719,101	\$929,939	29.0%	57.0%	-6.0%	-9.0%
⁴ September	6.4%	\$1,196,588	\$999,185	-16.0%	-11.0%	10.0%	18.0%
⁵ October	8.4%	\$1,557,281	\$1,436,557	-8.0%	1.0%	0.0%	-16.0%
⁶ November	8.4%	\$1,572,604	\$1,530,091	-3.0%	10.0%	-6.0%	2.0%
⁷ December	6.3%	\$1,173,835	\$850,806	-28.0%	-80.0%	2.0%	5.0%
⁸ January	6.0%	\$1,115,043	\$2,098,049	88.0%	53.0%	89.0%	72.0%
⁹ February	13.0%	\$2,417,432	\$2,310,012	-4.0%	5.0%	9.0%	8.0%
March	13.2%	\$2,458,315	\$3,558,035	45.0%	45.0%	69.0%	59.0%
¹⁰ April	16.4%	\$3,054,168	\$2,475,752	-19.0%	-9.0%	-39.0%	-28.0%
May	9.5%	\$1,761,758	\$1,557,545	-25.0%	-41.0%	38.0%	7.0%
Year to date	100.0%	\$18,625,725	\$19,824,997	5.0%	5.0%	11.0%	8.0%

¹Some hotels hadn't yet filed for June. The data above shows payments from the prior month that were received in July

²There were five weeks of payments included in this month, which is why the increases are so high.

³There are some delinquent taxpayers in the hotel classification. However, the figures don't reflect that due to a taxpayer paying Scottsdale instead of the correct jurisdiction. There will be a correction to the taxes in a future period.

⁴There have been some late received payments. There are also some delinquent tax returns for a couple hotels.

⁵There are a few late filing hotels this month

⁶There are some late payments for the hotel/motel classification. Additionally, the hotel that reported to us in error has not corrected their tax returns yet.

⁷The hotel that paid us in error was corrected this month, which caused the significant decreases.

⁸The large increases are due to ADOR taking over collections a year ago which changed the timing of payments from daily to weekly.

⁹The numbers are higher than expected due to receiving a payment from the ADOR a day earlier than expected resulting in the collections being included in April instead of May.

¹⁰The decrease was due to the ADOR making a payment earlier than expected so an extra week of collections were booked in April instead of May. For the hotel/motel report by classification, we are still waiting on ADOR to close May. There are three hotels that haven't been included in the data yet for May.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18

Prepared by the City of Scottsdale Tourism Events Department

August 21 2018 (Preliminary)

Item 7b

Table 2

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,917 Rooms	% Change from FY16/17	Full-Service Hotels 1,854 Rooms	% Change from FY16/17	Limited- Service Hotels 2,956 Rooms	% Change from FY16/17
June	\$460,575	-15.0%	\$107,376	-9.2%	\$165,537	-11.3%
July	\$462,458	-0.7%	\$73,531	-19.3%	\$113,834	-27.8%
August	\$445,724	1.1%	\$76,082	-24.8%	\$136,287	-15.1%
September	\$629,502	-17.8%	\$95,857	-38.7%	\$168,733	-25.6%
October	\$849,525	-16.2%	\$166,910	-22.0%	\$275,386	-11.5%
November	\$833,001	-14.9%	\$170,236	-13.4%	\$272,258	-12.8%
December	\$685,971	-13.1%	\$113,571	-29.0%	\$231,446	-0.9%
January	\$1,168,486	7.6%	\$261,238	12.4%	\$383,413	2.1%
February	\$1,355,309	-4.8%	\$357,989	11.3%	\$546,664	11.6%
March	\$1,692,157	-12.2%	\$394,513	-7.8%	\$712,616	9.0%
April	\$1,393,091	-0.7%	\$256,650	-8.7%	\$389,571	5.5%
May	\$921,922	-5.6%	\$186,013	-4.0%	\$245,574	1.2%
Year to date	\$10,897,721	-2.2%	\$2,259,966	8.2%	\$3,641,319	-0.2%
	64.87%		13.45%		21.68%	

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18
Prepared by the City of Scottsdale Tourism Events Department
August 21 2018 (Preliminary)

City of Scottsdale
Tourism Development Fund
as of June 30, 2018

	FY 2017/18 Adopted	FY 2017/18 Prelim. Actuals*	FY 2018/19 Adopted	FY 2019/20 Estimates	FY 2020/21 Estimates	FY 2021/22 Estimates	FY 2022/23 Estimates
REVENUE							
Bed Tax	19,441,159	19,836,422	20,413,217	21,025,600	21,656,400	22,306,100	22,306,000
Princess Lease	1,667,227	1,921,486	1,910,000	1,914,800	1,914,800	1,914,800	1,914,800
Event Notification and Survey Program	13,500	5,026	13,500	13,500	13,500	13,500	13,500
Miscellaneous	7,000	-	7,000	7,000	7,000	7,000	7,000
TOURISM REVENUES	21,128,886	21,762,934	22,343,717	22,960,900	23,591,700	24,241,400	24,241,300
EXPENSES							
Destination Marketing (50% of bed tax revenue)	(9,720,580)	(9,918,211)	(10,206,609)	(10,512,800)	(10,828,200)	(11,153,000)	(11,153,000)
General Fund Allocation	(1,500,000)	(1,500,000)	(2,449,586)	(2,523,100)	(2,598,800)	(2,676,700)	(2,676,700)
Event Retention and Development							
Uncommitted	(816,714)	(131,867)	(776,382)	(1,045,567)	(1,357,874)	(1,409,001)	(1,480,837)
Multi Year Event Funding Agreements							
Parada del Sol Parade (Council approved 07/05/17) Year 1 of a 5 year agreement	-	(79,400)	(79,400)	(79,400)	(79,400)	(79,400)	-
Fiesta Bowl (20 yr agreement since 2006) Year 12 of 20 year agreement	(161,643)	(161,643)	(168,109)	(174,833)	(181,827)	(189,100)	(196,664)
Scottsdale International Film Festival (Council approved 07/05/17) Year 1 of a 3 year agreement	-	(37,500)	(37,500)	(37,500)	-	-	-
NCHA Cutting Horse Event (Council approved 03/07/17) Year 2 of a 2 year agreement	(30,000)	-	(9,267)	-	-	-	-
The Scottsdale Gallery Association (council approved 08/29/17) Year 1 of a 3 year agreement	-	(75,000)	(75,000)	(75,000)	-	-	-
Parada del Sol Rodeo (Council approved 11/28/17) Year 1 of 3 year agreement	-	(75,000)	(75,000)	(75,000)	-	-	-
Scottsdale Culinary Event (Council approval 01/08/18) Year 1 of 3 year agreement	-	(75,000)	(75,000)	(75,000)	-	-	-
Total Multi Year Event Funding Agreements	(191,643)	(503,543)	(519,275)	(516,733)	(261,227)	(268,500)	(196,664)
One Year Event Funding Agreements							
Off Road Expo (Council approved 07/06/16, approved additional year one year 10/17/17)	-	(75,000)	-	-	-	-	-
Grand Prix Event (Council approved one year 10/25/16, approved additional one year 08/29/17)	-	(63,397)	-	-	-	-	-
International Off Road Expo (Council approved 11/13/17, pending Council approval on 08/29/18)	-	(70,000)	(54,000)	-	-	-	-
Fahrenheit Festival (Council approved 03/20/18)	-	-	(75,000)	-	-	-	-
Cinco de Mario (Council approved 03/20/18)	-	(70,000)	-	-	-	-	-
Día de los Muertos (pending Council approval on 09/11/18)	-	-	(65,000)	-	-	-	-
City Baseball/Softball outfield fencing (pending Council approval on 08/28/18)	-	-	(17,482)	-	-	-	-
Total One Year Event Funding Agreements	-	(278,397)	(211,482)	-	-	-	-
Event Programs							
Matching Event Advertising Funding Program	-	(95,895)	(110,000)	(110,000)	(110,000)	(110,000)	(110,000)
Event Venue Fee Program	-	(10,799)	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)
Community Events Program	-	(179,500)	(200,000)	(200,000)	(200,000)	(200,000)	(200,000)
Total Event Programs	-	(286,193)	(330,000)	(330,000)	(330,000)	(330,000)	(330,000)
Total Events	(1,200,000)	(1,200,000)	(1,837,139)	(1,892,300)	(1,949,100)	(2,007,500)	(2,007,500)
Administrative/Other Professional Services							
Administrative Expenses	(274,641)	(252,852)	(594,170)	(618,641)	(643,841)	(669,941)	(669,941)
Tourism Research	(90,000)	(56,710)	(90,000)	(90,000)	(90,000)	(90,000)	(90,000)
5-yr Tourism Strategic Plan	(132,359)	(147,467)	(132,359)	(132,359)	(132,359)	(132,359)	(132,359)
Total Admin/Other	(497,000)	(457,029)	(816,529)	(841,000)	(866,200)	(892,300)	(892,300)
One-time Commitments:							
One-time commitments - uncommitted	(500,000)	-	-	-	-	-	-
Total One-time Commitments	(500,000)	-	-	-	-	-	-
Multi-year Commitments for Capital Projects							
WestWorld debt service (80-acres started FY 2006/07, ends FY 2034/35)	(600,000)	(600,000)	(600,000)	(600,000)	(600,000)	(600,000)	(600,000)
TNEC Equestrian Center debt service (started FY 2012/13, ends FY 2032/33)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)
Museum of the West debt service (started FY 2014/15, ends FY 2033/34)	(891,763)	(885,460)	(892,963)	(889,200)	(889,500)	(893,900)	(891,900)
TPC renovations debt service (started FY 2014/15, ends FY 2033/34)	(900,000)	(900,000)	(900,000)	(900,000)	(900,000)	(900,000)	(900,000)
Total Capital Projects	(3,591,763)	(3,585,460)	(3,592,963)	(3,589,200)	(3,589,500)	(3,593,900)	(3,591,900)
TOTAL EXPENSES	(17,009,343)	(16,660,700)	(18,902,826)	(19,358,400)	(19,831,800)	(20,323,400)	(20,321,400)
CARRYOVER							
Beginning Balance	12,671,579	12,849,840	8,591,188	8,067,249	8,162,349	8,386,949	8,742,649
Current year fund balance - available for capital projects (up to \$600,000 per project)	4,119,543	5,102,234	3,440,891	3,602,500	3,759,900	3,918,000	3,919,900
TOTAL CARRYOVER FUNDS	16,791,122	17,952,074	12,032,079	11,669,749	11,922,249	12,304,949	12,662,549
Carryover Uses							
Trolley Expenses - transfer out to the General Fund	(300,327)	(300,000)	(300,000)	(300,000)	(300,000)	(300,000)	(300,000)
Event Notification and Survey Program, Banner Program	(20,173)	(8,538)	(20,347)	(20,300)	(20,300)	(20,300)	(20,300)
Strategic Plan carryover	(331,000)	(161,907)	(331,000)	(331,000)	(331,000)	(331,000)	(331,000)
Tourism Strategic Plan - years 4 and 5	(250,000)	(361,220)	-	-	-	-	-
Museum of the West donation match (march was reinstated in FY 2018/19 to be an ongoing expense)	(400,000)	(400,000)	(400,000)	(400,000)	(400,000)	(400,000)	(400,000)
Museum of the West one-time advertising funds	-	-	(200,000)	-	-	-	-
Promotion of downtown	(300,000)	(300,000)	(1,500,000)	(1,529,100)	(1,555,200)	(1,580,500)	(1,607,100)
Electrical outlets downtown	(520,354)	(59,721)	(288,483)	-	-	-	-
WestWorld marketing fee - transfer out to General Fund	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)	-
Canal Convergence (Council approved 06/27/17 \$650K - Council approved 04/10/18 \$240K)	-	(890,000)	(750,000)	(750,000)	(750,000)	(750,000)	(750,000)
Thunderbird memorial - Airport (Council approved 1/24/17)	-	(412,500)	-	-	-	-	-
WestWorld improvements (parking Lot G and relocate electrical in lot H) (Council approved 10/17/17)	-	(490,000)	-	-	-	-	-
WestWorld portable RV Pedestals (Council approved 10/17/17)	-	(377,000)	-	-	-	-	-
Museum of the West Education Program (Council approved 10/17/17)	-	(500,000)	-	-	-	-	-
Scottsdale Stadium Design Build Project (Council approved 03/20/18)	-	(5,000,000)	-	-	-	-	-
Operational rentals for special events	-	-	(75,000)	(77,000)	(78,800)	(80,500)	(82,300)
TOTAL CARRYOVER USES	(2,221,854)	(9,360,886)	(3,964,830)	(3,507,400)	(3,535,300)	(3,562,300)	(3,490,700)
ENDING BALANCE	14,569,268	8,591,188	8,067,249	8,162,349	8,386,949	8,742,649	9,171,849
NO COUNCIL ACTION OR APPROVED ITEMS FOR FUTURE YEARS:							
DDC debt service (TDC reserved \$0.6 million/yr - no council action)		(1,200,000)					
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 million - no council action)		(2,600,000)					
WestWorld Municipal Use Site Plan (no council action)		(150,000)					
		(3,950,000)					
Estimated Ending Balance (including non city council action expenditures)		(13,310,886)					

* Actuals as of 4th close, except for Destination Marketing expense that shows final calculated amount for FY 2017/18.

Michelob ULTRA SCOTTSDALE FAHRENHEIT FESTIVAL

PRESENTED BY
 TALKING STICK RESORT™

SATURDAY, JUNE 16, 2018

WestWorld Of Scottsdale, Tony Nelssen Equestrian Center

Is Scottsdale too hot for you? To run the hottest race on earth? To participate in or watch the nation's most lucrative arm wrestling contest featuring the sport's greatest Travis Bagent? Or to enjoy the best craft beers in Arizona and the hottest cocktails the state's best mixologists can concoct? Or watch a jalapeno eating contest? Or test your baseball "heat" in a fast pitch competition? Or cool down on the world's largest inflatable water slide rising 5 stories high? So whether you want to see all that arms, legs and kegs have to offer, or just want to get out of the heat, there's no better place to be in the Phoenix area on June 16th than the Scottsdale Fahrenheit Festival, celebrating all things hot *and cool*.



SCOTTSDALE
BEAT THE HEAT
The Hottest Race on Earth



RUN. WRESTLE. DRINK. SLIDE. ATTEND.

Register & Get Event Tickets Now!
ScottsdaleFahrenheitFestival.com
480.423.1414

The Scottsdale Fahrenheit Festival: Arms, Legs & Kegs

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5K Foam Fest
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Hot 97.5 / 104.3 FM
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All City Towing
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Event Summary & Media Report

On Saturday, June 16, 2018 the Scottsdale Fahrenheit Festival: Arms, Legs & Kegs including Scottsdale's Beat the Heat Race drew a significant crowd on day when many would have probably stayed indoors and not ventured out. Some 2,837 people passed through the gates during the day that featured a heat race, arm wrestling competition, the Arizona Cocktails and Ales Festival and many other attractions to draw crowds. Registered runners came from 2 countries, 14 states and 40 different cities in Arizona.

The event, held in the North Hall at WestWorld of Scottsdale, hosted a day long festival designed to celebrate everything hot and encouraged out of towners and locals, runners and arm wrestlers to embrace the heat and the nostalgia of when it reached 122 degrees in Valley on June 26th, 1990. The North Hall was transformed into a festival of opportunities for guest to revel in the heat or get cooled down inside the air conditioning. The event not only featured what's been called the 'hottest race on earth' and the most lucrative road race in Arizona, but also offered fans an all-day arm wrestling competition with its own substantial prize money alongside the Arizona Ales and Cocktails Festival and many other spectacles to celebrate the heat or beat it.

Gates opened at 11am with the arm wrestling taking center stage in the middle of the North Hall, followed by the Scottsdale's Beat the Heat race at 2:47pm. Many arm wrestling participants traveled from out of State. Surrounding the competition throughout the day were five of Arizona's top craft brewers taking part in the Arizona Ales and Cocktails Festival. Other on-site elements included the World's Tallest Inflatable Water Slide, an ice cream truck by Udder Delights - which also hosted an on-site Jalapeno Eating Contest, a fast pitch baseball contest to bring the heat with trophies, an on-site fire performer – plus several other free games for kids and families, along with a dozen area businesses who set up a vendor display. Admission was free for those 12 and under and the first 500 kids were also given a free box of Hot Tamales candy.

Earlier this year the Tourism Development Commission unanimously recommended the use of \$75,000 in voter-approved tourism tax funds specified for new events. The recommendation was subsequently and unanimously approved by the Scottsdale City Council. Free tickets were distributed to a variety of partners including area Little Leagues, City Property Management, All City Towing, Raising Arizona Kids Magazine, Fox Sports Arizona, Turf Paradise, Scottsdale Firefighters, Troon North, Bella Sera, Camello Vista, Grayhawk, Gainey Ranch, DC Ranch, Optima Camelview, McDowell Mtn Ranch, City of Scottsdale School District, attendees of the Bentley Scottsdale Polo Championships, Stella Artois Derby DayClub, ISM Raceway and Rose Law Group.

As will be seen from the details of this Summary Report, Scottsdale received a substantial return on its investment via abundant earned media, direct marketing, City revenues and numerous other impacts.

Furthermore, there can be little doubt about other benefits for Scottsdale too. They include:

- * Reinforcement and positioning of Scottsdale as a place to visit in the summer, despite the hot temperatures and the place to run and win the highest amount of prize in the state at the 'hottest race on earth' with the name of the event Scottsdale's Beat the Heat race including the word "Scottsdale."

- * Showcasing WestWorld as a premier event venue.

* Showcasing the City of Scottsdale which served as a place for runners, visitors and arm wrestlers to stay.

* Unique event-within-the-event additions included the World Arm Wrestling League Qualifier which drew arm wrestlers and enthusiasts from all over the state and region to Scottsdale.

* Active and retired military were also provided complimentary admission to the event.

Earned Media Summary (as of June 30, 2018)

Local, Regional & National Coverage & Values

German Press - Kaus Media Services
Coverage

- [Summer Values press release](#)

Reach: n/a

Value: n/a

The List TV

Coverage:

- Coverage pending from 6/16/18

Reach: 1.7 million

Value: \$10,590

The Tech of Sports.

Coverage:

- Online. May 29, 2018. Streamed on iTunes, Google, iHeartRadio, Stitcher and TuneIn Radio sites.

<https://techofsports.blubrry.net/jason-rose-founder-of-scottsdale-beat-the-heat-10-5k-race-aka-the-hottest-race-on-earth>

Reach: 1.2 million

Value: \$11,300

MSN.com. 50 seconds. June 14, 2018

Coverage:

- Online <https://www.msn.com/fr-be/video/viral/can-you-handle-the-heat-scottsdale-event-holding-hot-weather-race-event/vp-AAyE5LF>

Reach: n/a

Value: \$8,700

Arm wrestling TV. Alex Beziazykov

Coverage:

- Online <https://youtu.be/dTxRwC9LSmM>

Reach: 204,000 views

Value: \$3,300

Ryan Blue Bowen

- Online https://youtu.be/I3_8mcKA5Nc

Coverage: 1.4K Views

Value: \$2,900

BookMyVacay.com

Coverage: Online event feature (June & 5/18/18)

<https://bookmyvacay.com/events-in-phoenix-and-scottsdale/scottsdale-fahrenheit-festival>

Reach: n/a

Value: n/a

Scottsdale Convention & Visitors Bureau

Coverage:

- Experience Scottsdale.com Online event features 5/16/18.
- [“What’s New in Scottsdale” summer release](#)
- <https://www.experiencescottsdale.com/media/news-releases/post/whats-new-summer-2018/>
- <https://www.experiencescottsdale.com/event/scottsdale-fahrenheit-festival/363237>

Reach: 123,000

Value: \$1,500

CW Phoenix

Coverage:

- (1) Evening Show segment (3 minutes) (06/17/18).
<http://www.yourphx.com/community/heat-is-celebrated-at-scottsdale-fahrenheit-festival/1246660841>

Audience: 6,000

Value: \$10,500

AZTV

Coverage

- (1) Morning Show segment (5:09 minutes) (6/6/18)
<https://www.aztv.com/posts/beat-heat-run>

Audience: 12,000

Value: \$6,320

Fox 10

Coverage:

- (1) Live shot and story on evening news (3 min.)
<http://www.fox10phoenix.com/news/arizona-news/runners-ready-to-run-in-the-scorching-arizona-heat-might-get-cooler-temperatures-instead>

Audience: 40,000

Value: \$17,850

Hot 97.5 FM

Coverage:

- (1) 5:00 minute spot on the radio and online

<https://www.youtube.com/watch?v=1bwo2GBGpko>

Audience: 178,576

Value: \$5,250

3TV

Coverage:

- (1) Morning Show live segment (4 minutes) (06/15/18).

<http://www.azfamily.com/story/38433846/as-seen-on-gmaz-friday-june-15>

Audience: 60,000+

Value: \$12,684.67

12 News

Coverage:

- (3) Morning Show live segments (12 minutes) (06/08/18, 06/15/18).

<https://www.facebook.com/12news/videos/10156642838514015/>

<https://www.12news.com/article/news/local/valley/one-of-arizonas-hottest-events-happening-fathers-day-weekend/75-562865828>

Audience: 50,000

Value: \$18,431.25

ABC 15

Coverage:

- Online and on TV (1) Live segment on morning show (:50 seconds) (06/15/2018).

<https://www.youtube.com/watch?v=O3gQ4p1aMLQ>

Reach: 50,000

Value: \$5,600

Raising Arizona Kids Magazine

Coverage:

- (1) 1/4 page paragraph on the event (June/July Issue).

<https://www.raisingarizonakids.com/top-summer-events/>

- (1) Online. Calendar Listing (May)

<https://www.raisingarizonakids.com/event/scottsdale-fahrenheit-festival>

Reach: 35,000

Value: \$6,285 full page

Chandler Lifestyle Magazine

Coverage:

- (1) Online calendar listing (May)

http://www.chandlerlifestyle.com/am_event/scottsdale-fahrenheit-festival

Reach: 69,500

Value: \$2,100

Paradise Valley Lifestyle Magazine

Coverage:

- Online and Print ½ page event feature (June 2018).

Reach: 76,000

Value: \$4,500

Visit Arizona

Coverage:

- <https://www.visitarizona.com/events/fairs-and-festivals/scottsdale-fahrenheit-festival>

Reach: n/a

Value: n/a

KTAR Radio 92.3 FM

Coverage:

- (1) Coverage: Radio Segment. 7 minutes. (6/15/18)
<https://omny.fm/shows/the-chad-benson-show/jennifer-sturgeon-communications-director-of-the-s>
- (1) Interview with Travis :30 sec. (6/8/18)
<https://omny.fm/shows/ktar-reporter-audio/fahrenheit-festival-featuring-hometown-arm-wrestler>
- (1) Radio and Online Interview with 74-year old runner online. (5/16/18).
- Online. (4/21/18) <http://ktar.com/story/2028048/scottsdale-beat-the-heat/>

Reach: 300,000

Value: \$26,680

Phoenix Business Journal

Coverage:

- Online & print article 4/13/2018
<https://www.bizjournals.com/phoenix/news/2018/04/13/hottest-race-on-earth-coming-to-arizona.html>

Reach: 40,000

Value \$12,252

Phoenix New Times.

Coverage:

- Online. (6/13/18)
<http://www.phoenixnewtimes.com/arts/phoenix-events-june-14-21-school-of-rock-phoenix-bachata-festival-juneteenth-10513454>

Reach: print (55,000) online 5 million

Value: \$5,500

Arizona Foothills Magazine

Coverage:

- (1) Online article (06/14/2018).
<https://www.arizonafoothillsmagazine.com/taste/phoenix-food-and-restaurant-news/taste-tidbits-282>
- (1) Online article (June 2018)
- <https://www.arizonafoothillsmagazine.com/events/details/15138-scottsdale-fahrenheit-festival-arms-legs-and-kegs.html>
- Post coverage slide show <https://www.arizonafoothillsmagazine.com/photo-gallery.html?func=viewcategory&catid=5501>

Reach: 90,000 email blast / online / 240,000 print

Value: \$10,133

Phoenix.org.

Coverage

- Online. (6/13/18)

<http://phoenix.org/scottsdale-fahrenheit-festival/>

Reach: 550,000

Value: \$1,200

Rose Law Group Reporter.

Coverage:

- Online. (6/11/18).

https://roselawgroupreporter.com/2018/06/one-of-arizonas-hottest-events-happening-fathers-day-weekend/?utm_source=Rose+Law+Group+Reporter+Newsletter&utm_campaign=d92d3a9cc9-6-8-2018+Newsletter_COPY_01&utm_medium=email&utm_term=0_0fa483909f-d92d3a9cc9-17922945&goal=0_0fa483909f-d92d3a9cc9-17922945

Reach: 30,000

Value: \$1,500

Arizona Republic / azcentral.com (Scottsdale, and events section)

Coverage:

- (1) Scottsdale Republic. Print. ¼ page Things To Do. (6/16/18)
- (1) Scottsdale Republic Cover story plus 1 ½ page story (5/16/18)

<https://www.azcentral.com/story/news/local/scottsdale/2018/05/14/extreme-heat-race-fahrenheit-festival-returns-scottsdale-june/596791002/>

- (1) AZ Central Online “Fun Things To Do With Kids in June”
<https://www.azcentral.com/picture-gallery/entertainment/kids/2018/05/29/fun-things-to-do-with-kids-in-june-2018/35479705/>
- AZ Central. Online slideshow. 6/16/18
<https://www.azcentral.com/picture-gallery/entertainment/events/2018/06/16/scottsdale-fahrenheit-festival-2018-at-westworld/36048363/>

Reach: 298,000

Value: \$65,625 (\$500)

PublicNow.com Scottsdale

Coverage: Online event feature 5/31/18

<http://www.publicnow.com/view/96EDB6D2260EF7EC9C00A209F8B4093E6E97CA77>

Reach: n/a

Value n/a

Sonoran News

Coverage: Online article 5/31/18

<http://sonorannews.com/2018/05/31/hottest-day-2018-set-june-3rd/>

Reach: 36,000

Value: \$2,300

Where Traveler Magazine

Coverage:

- Half-page article print (June Issue)

<https://www.wheretraveler.com/phoenix-scottsdale/play/9-summer-events-phoenix-put-your-calendar>

Reach: 45,000

Value: \$8,315

Fox Sports Arizona

Coverage: Coverage during pre-game show for Arizona Diamondbacks LIVE 3-minute segment & online. (6/12/18)

<https://twitter.com/FOXSPORTSAZ/status/1006574292186742785>

Reach: 2.4 million

Value: \$50,400

Biltmore Lifestyle Magazine

Coverage:

- Full page story in June print issue

Reach: 13,000

Value: \$3,600

Chic Daily Magazine.

Coverage:

- Online article 3/28/18 <http://www.chicdailymagazine.com/scottsdale-fahrenheit-festival-arms-legs-and-kegs-and-the-hottest-race-on-earth-on-june-16th-to-boost-summer-tourism/>
- Online article 6/12/18 <http://www.chicdailymagazine.com/scottsdale-beat-the-heat-saturday-to-showcase-some-of-citys-most-iconic-sites/>

Reach: 54,000

Value: \$5,600

Macroni Kid

Coverage: Online. (6/12/18).

<https://www.facebook.com/277897185571387/posts/2110552925639128/>

Reach: 6,000

Value: \$1,100

Social Television Network

Coverage:

Facebook Live interview on “Around AZ”

<https://www.facebook.com/KeoghOnline/videos/870572746463337/>

Reach: 40k followers and (STN) 1,600 viewers

Value: \$2,300

Arizona Foodie Magazine

Coverage:

- Online event feature <https://www.arizonafoodiemag.com/single-post/2018/04/24/The-Scottsdale-Fahrenheit-Festival-Arms-Legs-and-Kegs>

Reach: 15,787

Value: \$2,250

Phoenix Bites

Coverage:

- Online story. (5/18/18).
<https://phoenixbites.com/2018/05/18/2018-scottsdale-fahrenheit-festival>

Reach: 12,000

Value: \$1,800

NPR (KJZZ)

Coverage: 6:08minutes (5/17/18)

<http://kjzz.org/content/641175/what-makes-someone-want-be-ultrarunner-conversation-jim-walmsley>

Reach: 259,000

Value: \$10,800

Phoenix Home & Garden Magazine

Coverage:

- (1) Event Calendar mention (June 2018).

Reach: 80,983

Value: \$3,750

Phoenix Magazine

Coverage:

- (1) Event/Calendar listing print (May 2015).

Reach: 87,000

Value: \$3,800

Rose Law Reporter

Coverage:

- Online story and email blast. 6/4/18
<https://roselawgroupreporter.com/2018/06/scottsdale-arm-wrestling-championships-pits-southside-vs-northside-firefighters/>
- Online story and email blast

Reach: 30,000 monthly website visitors
Value: \$2,000

Scottsdale / Paradise Valley Independent
Coverage:

- Email Blast & Online Article. 6/11/18

https://www.scottsdaleindependent.com/entertainment/hottest-race-temperatures-set-for-low-100s-at-westworld/?utm_source=Scottsdale&utm_campaign=6c024a51b8-sct-mc+RSS+daily&utm_medium=email&utm_term=0_98458911f1-6c024a51b8-264223789

- Online 6/8/18

<https://www.scottsdaleindependent.com/entertainment/hottest-race-temperatures-set-for-low-100s-at-westworld/>

- Full-page article Print. 6/6/18

- Scottsdale Independent ¾ page story Print and Online. 6/1/18.

https://www.scottsdaleindependent.com/news/scottsdale-arm-wrestling-championships-pits-southside-vs-northside-firefighters/?utm_source=Scottsdale&utm_campaign=59065c1aaf-sct-mc+RSS+daily&utm_medium=email&utm_term=0_98458911f1-59065c1aaf-360015777

- PV Independent Print and Online. 5/30/18.

https://www.scottsdaleindependent.com/news/scottsdale-tourism-industry-seeks-new-fuel-to-spark-summer-ignition/?utm_source=Scottsdale&utm_campaign=a925e9c1cf-sct-mc+RSS+daily&utm_medium=email&utm_term=0_98458911f1-a925e9c1cf-360015777

- Scottsdale Independent Print and Online . Even feature on Jalapeno contest 4/11/18

- Scottsdale / PV Independent Print and Online. 4/4/18

<https://www.scottsdaleindependent.com/news/scottsdale-oks-75k-bed-tax-subsidy-fueling-fahrenheit-festival/>

- Guest Column PV Independent 3/28/18

<https://paradisevalleyindependent.com/opinions/its-time-to-turn-up-the-heat-on-summer-tourism-in-arizona/>

- Event write-up Scottsdale and PV Independent 2/11/18

<https://www.scottsdaleindependent.com/entertainment/scottsdales-beat-the-heat-race-to-run-on-summer-afternoon-at-westworld/>

Reach: 83,500
Value: \$48,850

Arcadia News

Coverage:

- Event calendar listing Online & Print (June Issue)

http://www.arcadianews.com/calendar/fahrenheit-festival/event_ba9c2137-7cea-50b4-8e81-53e757a9f8c6.html

Reach: 20,000
Value: \$3,100

The Entertainment Magazine

Coverage:

- Online article 2/16/18 <http://www.emol.org/calendar/event/scottsdale-fahrenheit-festival/>

Reach: 9,000

Value: \$1,200

So Scottsdale Magazine

Coverage:

- (1) ¼ page event feature print (June 2018)
- Complimentary full-page ad (June 2018)

Reach: 30,000

Value: \$3,600

North Valley Magazine

Coverage:

- (1) event feature in print (June/June Issue)

Reach: 35,000

Value: \$6,750

The Entertainer! Magazine

Coverage:

- (1) full page article June Issue Print.

Reach: 40,000

Value: \$6,600

Uptown Magazine

Coverage:

Reach: 20,000

Value: \$4,500

Fabulous Arizona

Coverage:

- (1) Email blast and online article 6/7/18

Reach: 7,500 (email blast) 35,000 (website)

Value: \$1,500

Scottsdale Airpark News

Coverage:

- (1) Full-page story Print and Online 6/6/18.

https://issuu.com/timespub/docs/san_0618_all_pages/1?e=8633901/62046475

Reach: 20,000

Value: \$6,750

Total Value (State, National & International Coverage): \$421,003.92

(NOTE: Additional post coverage is expected.)

ABC 15. On air and online. June 14. 50 seconds. Aired at 6am and 5pm.

<https://www.youtube.com/watch?v=O3gQ4p1aMLQ>



Can you handle the heat? Scottsdale event holding hot-weather race, event

64 views

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ABC15 Arizona

Published on Jun 14, 2018.



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The Fahrenheit Festival is held at WestWorld in Scottsdale.






SHOW MORE

3tv. On air + online. June 15. 4 min segment.

<http://www.azfamily.com/story/38433846/as-seen-on-gmaz-friday-june-15>


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As Seen on GMAZ: Friday, June 15

Posted: Jun 15, 2018 8:32 AM MST
Updated: Jun 15, 2018 9:09 AM MST

By Stephen Soto CONNECT

This Father's Day, here are some great tech gift ideas for Dad from Best Buy.

The Scottsdale Fahrenheit Festival

- The Scottsdale Fahrenheit Festival: Arms, Legs and Kegs will celebrate everything hot on Saturday all day in the North Hall at WestWorld of Scottsdale
- You can run /walk the 5K or 10K heat race, try your hand at the Jalapeno Eating Contest presented by Udder Delights, enter the fast pitch baseball contest to see if you can bring the heat or even try your hand against Travis Bagent the World Arm Wrestling Champion.
- There are huge cash prizes for arm wrestlers. You can enter Right handed, left handed and via your weight class this is one of the most lucrative contests in the country and you can also go up against Travis Bagent himself. He is undefeated in the world on the left hand.
- To keep cool, enjoy refreshments at the Arizona Ales and Cocktails Festival, also enjoy the world's Tallest inflatable waterslide, jalapeno Ice cream by Udder Delights, enjoy a box of free hot tamales for the first 500 kids plus more indoor games to keep kids cool.
- Kids 12 and under get in FREE!
- Gates open at 11am

Admission to the event is \$5 in advance and \$10 at the door, with free admission for kids 12 and under.

To register for any of these events and to purchase tickets, visit: <http://scottsdalefahrenheitfestival.com/> also visit:
Facebook: https://www.facebook.com/Scottsdale-Fahrenheit-Festival-1961359940780469/?ref=br_rs

Scottsdale Fahrenheit Festival
North Hall WestWorld of Scottsdale
16601 N Pima Rd (13.02 mi)
Scottsdale, Arizona 85260
Saturday, June 16th 11am to 6pm
Phone: (480) 423-1414

Fox 10 News. Live Shot & online. June 15, 2018. 3 minutes.

<http://www.fox10phoenix.com/news/arizona-news/runners-ready-to-run-in-the-scorching-arizona-heat-might-get-cooler-temperatures-instead>

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Runners ready to run in the scorching Arizona heat might get cooler temperatures instead



Continued

POSTED: JUN 15 2018 04:08PM MST
 VIDEO POSTED: JUN 15 2018 05:18PM MST
 UPDATED: JUN 15 2018 10:20PM MST

SCOTTSDALE, Ariz. (KSAZ) - What a difference a day makes. On Thursday, the high temperature was 109°F (~42.78°C). On Friday, the forecast high was just 93°F (~33.89°C), representing a 16°F swing in temperatures.

Those cooler temperatures are expected to stick around until Saturday, which is disappointing some [runners](#) who were planning to take part in an extreme challenge.

Eager competitors in the Scottsdale Beat The Heat picking up their race [materials](#) Friday afternoon at the Talking Stick Resort in Scottsdale, and they cannot wait to test themselves against the brutal Arizona summer sun.

But what if it's not brutal, but positively balmy?



Preparations are underway at Westworld, where the racers will start and finish. The race will feature 5km and 10km races. Runners start near 3:00 p.m. on Saturday, which means they're usually out there pounding the pavement, during some of the hottest hours of the day.

Instead they may be dodging raindrops.

FOX 10's Steve Krafft reports.

12 News. Aired on TV June 11. Published Online June 9. 4 minutes
<https://www.12news.com/article/news/local/valley/one-of-arizonas-hottest-events-happening-fathers-day-weekend/75-562865828>



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WORLD: CELEBRITY CHEF, TELEVISION HOST ANTHONY BOURDAIN DIES AT 61 BY SUICIDE

VALLEY

One of Arizona's hottest events happening Father's Day weekend

It will take place Saturday, June 16th at WestWorld from 11 a.m. to 6 p.m.

Author: Trisha Hendricks
 Published: 11:01 AM PST June 9, 2018
 Updated: 11:49 AM PST June 9, 2018

This Father's Day weekend, get in on one of Arizona's best new family events of the summer. It's called The Scottsdale Fahrenheit Festival!

While most of Arizona's popular events take place in the cooler months, organizers for this event are hoping to mix things up by embracing the heat rather than avoiding it.

Continued

The festival provides something new and fun for everyone in the family.

It will take place Saturday, June 16th at WestWorld from 11 a.m. to 6 p.m.

You don't want to miss the world's tallest inflatable water slide that stands 5 stories high or the fast pitch baseball contest.

Trophies will be awarded to the winners with the most "heat" and of course the festival will include all things hot, including fire performances by one of the Valley's most popular fire dancers, Burden Blossom.

There will also be plenty of sweets for the kids to enjoy.

The first 500 kids through the door will get a free box of Hot Tamales candy and Udder Delights, a local ice cream company that uses an Arizona based dairy farm, selling unique flavors of ice cream ranging from sweet to spicy.

In honor of Father's Day weekend, there's also something for dads who attend. It's the richest arm wrestling contest in the nation with the World's Greatest Arm Wrestler, Travis Bagent.

They'll also have collectible hot rods on display inside the North Hall at WestWorld, which is best known as the auction arena for the world-famous Barrett-Jackson Collector Car Auction.

Tickets are only \$5 in advance and \$10 at the door, with free admission for kids 12 and under.

For more information visit the [Scottsdale Fahrenheit Festival website](#).

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Scottsdale Airpark News. Print and online. June 6, 2018.

https://issuu.com/timespub/docs/san_0618_all_pages/1?e=8633901/62046475

fitnessintheairpark

Walmesley training in Sedona, Arizona
(Photo by Mike Hennessey)

Burning Desire

Runners in the Beat the Heat race will battle extreme temperatures

By Brian Benesch

Elite runner Jim Walmesley likes it hot. Really hot. Unlike many Arizonans, who flee the triple-digit summer temperatures of the Valley for the cool pines of the northern part of the state, Walmesley leaves his home in Flagstaff to pound the melting asphalt in metro Phoenix every summer.

So when Walmesley heard about the scorching hot Beat the Heat Race taking place on June 16, the extreme runner was extremely intrigued. "I'm originally from the north Scottsdale area, so it's a local race for me," Walmesley says. "I come down here during this time of the year to specifically train in the heat. This really works well with my training plan."

The 10K Beat the Heat run is just as daunting as it sounds. In honor of the hottest day ever recorded in the Phoenix metro area (122 degrees on June 26, 1990), thousands of brave souls will endure the heat at WestWorld of Scottsdale.

If that's not crazy enough, the race will actually start at 2:47 p.m., the hottest time of the day. It's such a crazy idea that Jason Rose, President of Rose+Moser+Allyn Public & Online Relations, thinks it just might work.

Beat the Heat was Rose's brainchild back in 2013. He came up with the event during a conversation with city officials about boosting tourism in the slow summer months. Rose figured embracing Arizona's reputation as one of the hottest states would create a truly unique platform.

"What could be something that would be extreme and demonstrate you can come here and have a good time? That's where the idea came from," Rose says. "If you could get people to run at the hottest time of the day, you could prove that you could go outside."

And just like that, the Beat the Heat race was born. More than 1,100 runners participated in the inaugural event five years ago. And despite the treacherous conditions, there were no major incidents.

The enormous response and lack of heat-related issues confirmed the unusual race was a success. It was an outcome that surprised many in the community who questioned the idea in the first place.

Jim Walmesley gives a high-five to friends during a summer race.

(Photo by Mike Hennessey)

"We launched it as the 'hottest race on Earth.' There was hesitancy on our part, too, from an event safety standpoint," Rose admits. "Even in the racing community, there was a lot of apprehension. Some people said it was great and others said there isn't a chance they'd do that."

But even with the positive outcome, the event was put on the backburner in the following years. Rose says the five-year hiatus is easily explainable. His company puts on many events in this area, year-round, and the Beat the Heat race just wasn't a priority for the public relations firm. But that all changed when Rose began to hear from the surrounding racing community. Runners wanted another crack at the hottest race on Earth.

In March, Scottsdale City Council agreed,

...continues on page 40

June 2018 Scottsdale Airpark News | 39

Continued

fitnessintheairpark

...continued from page 39

and approved \$75,000 in bed-tax dollars to fund the race.

Rose decided to turn the event into something even bigger than the race, so the resurrected run is now part of the new Scottsdale Fahrenheit Festival. The event also includes a hot pepper-eating contest, arm wrestling competition and "the world's largest inflatable water slide."

"The race was cool and interesting, but why not broaden it to all things heat? If it's successful, there is no end of hot elements we could add. Hot technology, hot hands, hot models – there is no end to hot things," Rose says.

Walmsley, named Runner of the Year in 2017 by *Ultrarunning Magazine*, has made his objective clear. He's coming to Scottsdale to win this race, and hopefully take home a chunk of the most prize money ever awarded in an Arizona road race.

The prize money will stay with the theme of this heat-infused marathon. The top prize of \$1,990 represents the year of the area's hottest day, with each prize-money tier symbolizing some significant temperature in the Valley. The fifth-place finisher will receive \$122, the exact temperature that ignited the idea behind this race.



Runner Jim Walmsley at the press conference for the 2018 Beat the Heat race.

(Photo by Brian Beresky)

"I'm rooting for it to break 122 on the Fahrenheit scale," Walmsley says with a chuckle. "The hotter it will be, the more it will play to my advantage."

Franceska Drozd was simply fascinated by the nature of this event. The 74-year-old is the race's oldest participant. She has run a marathon in every single state and says the idea of beaving the elements was really appealing.

"I'm a real risk-taker. I like to do things that nobody else likes to do," Drozd says. "I like running in the heat and when it's dry. So, this event I really like."

With stars like Walmsley and Drozd in the field and a plethora of new attractions added, the Scottsdale Fahrenheit Festival will be hotter than ever this year.

"We need to see how the marketplace responds. We're hopeful," Rose says. "If we can crack the code on a summer event, that would be a great achievement for the community."

The Scottsdale Fahrenheit Festival takes place from 11 a.m. to 6 p.m. (with the Beat the Heat Race starting at 247 p.m.) on Saturday, June 16 at WestWorld of Scottsdale, 16601 N. Pima Road, Scottsdale. Tickets cost \$5-\$56.25. Call 480-423-1414 or visit scottsdalefahrenheitfestival.com for more information. ■

Town of Paradise Valley Independent. Print. June 6, 2018.

SE VALLEY INDEPENDENT

June 6, 2018



Ultra runner Jim Wainley during a recent race. (B) Wainley is coming to compete in the 2018 Heat the Heat Race at the Faberfest Festival. (Special to the Independent)

Hot

Continued From Page 1

ing the popular consciousness of summer tourism opportunities.

The new ideas embrace the summer and the heat to entice more human beings to discover all things hot in the Sonoran Desert.

Both the municipal tourism director and the city's tourism marketing partner, Experience Scottsdale, are hopeful the heat of summer can spark new interest in Scottsdale vacations.

In addition, Scottsdale City Council has approved a \$75,000 bed-tax subsidy to an event tourism officials and city leaders are hopeful can create new momentum for summer tourism in Scottsdale.

Bed tax dollars are derived from sales tax collected on hotel rooms within the city of Scottsdale. The Tourism Development Commission offers bed tax funding recommendations to the Scottsdale City Council on items relating to all things tourism.

The inaugural Micheléle Ultra Scottsdale Faberfest Festival presented by Talking Stick Resort has a growing list of attractions for children and adults to enjoy June 16 at WestWorld of Scottsdale, 16601 N. Pima Road.

Organizers have added the world's tallest inflatable water slide as a cool down from one of the festival's key elements,

Scottsdale Heat the Heat: The Hottest Race on Earth, a 5- and 10.22-kilometer race happening during the middle of the day at the event, promoters say.

The average temperature in Scottsdale during the month of June is 104 degrees.

In addition, the event will consist of The Tri is Bugout Arm Wrestling Super Series and the Arizona Aloha & Cocktail Festival.

"I definitely believe in it," said Scottsdale Tourism Director Karen Chaudard on the opportunity of a solstice boost to local tourism.

"The Tourism Development Commission supporting the Faberfest Festival is a big step in the right direction. It is really about events that have a unique twist to them and it really tends to have people to those events — I really feel like this event has that opportunity."

Camille Hill, Scottsdale Tourism Development Commission vice chairwoman, says the summer months continue to be a difficult time for marketing Scottsdale.

"When you look at the landscape and the tourism activity over the summer there really is a void," she said of why she believes supporting the Faberfest Festival is good idea for the community of Scottsdale.

"It doesn't bring nearly as much activity of spring, winter and fall. From a marketing perspective, if we can provide some investment there we can help to try to help fill

that void."

Ms. Hill is a local tourism expert recently being honored as one of the Top 100 Business Women in Arizona.

The Scottsdale Chamber has honored her with a Signer and Legacy Award. She is also a five-time judge for the Telly Awards. Ms. Hill is president of Meritstone, which is an award-winning, full-service production company based in Scottsdale.

Ms. Hill points out Experience Scottsdale has launched its summer effort embracing all things hot in the Valley of the Sun, but specifically the attractions of luxury resorts within the unique community of Scottsdale.

"They are going right at it, it is hot — you are right," she said of the Experience Scottsdale promotion noting bed tax investment is carefully weighed.

"You don't want to throw too much money at it, but let's see what happens. Where is the best place and time to provide that investment, I think the summer is the right time to provide that support."

A new perspective

A recently completed research study conducted by Longwoods International suggests some who see Arizona as a vacation destination typically descend on the Valley of the Sun July through September.

The Arizona Office of

See Hot — Page 29

Phoenix and Scottsdale Where Traveler Magazine. Print. June 2018.

WHERE CALENDAR | JUNE

Search the full **Phoenix+Scottsdale** calendar at wheretraveler.com

For more information visit
wheretraveler.com



SCOTTSDALE FAHRENHEIT FESTIVAL: ARMS, LEGS AND KEGS: June 16

This "hot" event celebrates the Valley's summer heat! Join in on the "Hottest Race on Earth," Scottsdale's Beat the Heat, which winds through the grounds of WestWorld of Scottsdale. The race begins at 2:47 p.m., the time of day in 1990 when thermometers in the metro Phoenix area reached 122 degrees on June 26. Other festival activities include arm wrestling the "World's Greatest Arm Wrestler" Travis Bagent, an Arizona Ales & Cocktails Festival, water slides and more. 16501 N. Pima Road. www.scottsdalefahrenheitfestival.com

TOP SPOTS

Enjoy more summer fun at these events around the Valley.

THROUGH AUG. 24 "DEEP TIME: IMAGINING THE ANCIENT INLAND SEA"

Explore this free, family-friendly experience at the Gallery @ The Library, Scottsdale Civic Center. Take a journey to the prehistoric ocean that once covered the Sonoran Desert through the eyes of Tucson-based artists Lex Jurask and Rachel Slick. The sculpted environment offers the experience of being on the ocean floor. Special associated events take place on select days throughout the exhibit's run. www.scottsdalearts.org

JUNE 19-24

SCHOOL OF ROCK

Follow Dewey Finn, a wannabe rock star turned substitute teacher, as he transforms a class of students into rockers during this musical at ASU Gammage. The show is based on the hit film of the same name, with music from Andrew Lloyd Webber, the original movie, and a live kids rock band. www.asu.gammage.com

AUG. 31

SAM SMITH

Singer Sam Smith ("Too Good at Goodbyes") stops in the Valley at Gila River Arena as part of his "The Thrill Of It All" tour. www.ticketmaster.com

5 Great Things Not to Be Missed

1 MIGHTY MUD MANIA > JUNE 9

Muddy (and non-muddy too!) events include obstacle courses, extreme courses, an area for tots and young children, inflatable water slides, open mud pits, food vendors, wash stations and more at Chaparral Park. All ages. www.scottsdaleaz.gov

2 THE SMASHING PUMPKINS > JULY 12

The Smashing Pumpkins brings its "Shiny And Oh So Bright Tour" to Glendale's Gila River Arena in celebration of the 30th anniversary of the band's formation. www.livenation.com

3 GOLD PALETTE ARTWALK: SUMMER SPECTACULAR > JULY 12

Self-tour several Scottsdale galleries at this summer ArtWalk. Live music, meet-the-artists and more. www.scottsdalegalleries.com

4 GET OUTDOORS EXPO > JULY 14-15

Exhibitors and vendors for everything from fishing to camping to biking, hands-on activities, entertainment and boat displays, all at WestWorld of Scottsdale. www.wageroutdoors.com

5 CLUB AMERICA VS. MANCHESTER UNITED > JULY 19

Mexico's Club America and Manchester United F.C. face off at the University of Phoenix Stadium as part of Manchester's 2018 summer tour. www.ticketmaster.com



Mighty Mud Mania



Gold Palette ArtWalk

W For a full calendar of events, go to wheretraveler.com/phoenix-scottsdale/local-events

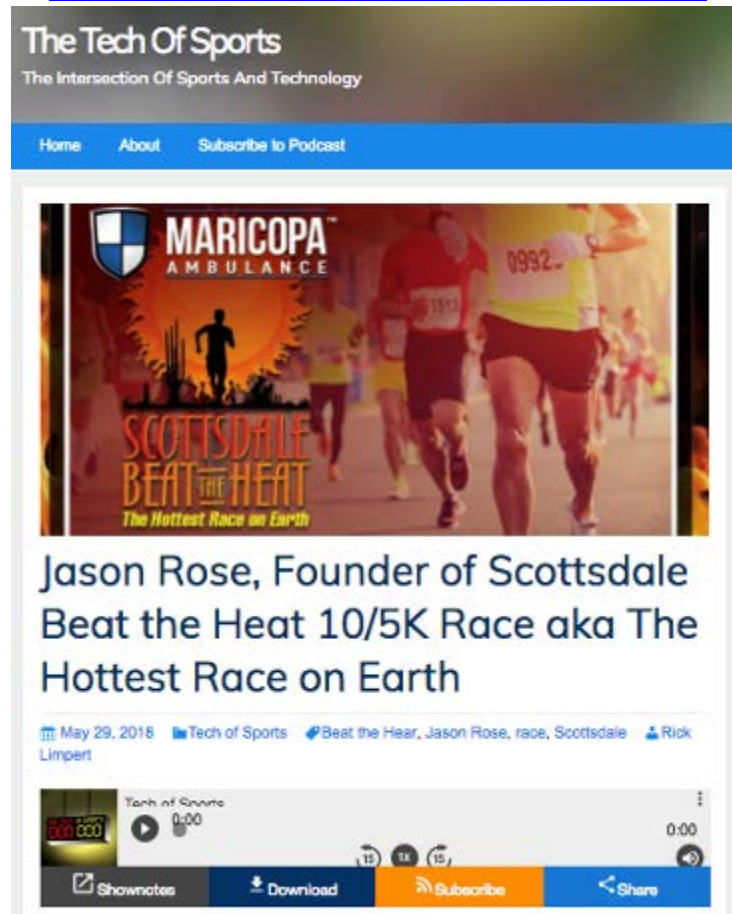
Raising Arizona Kids. Print. June/July 2018 edition



JUNE 16:
Scottsdale Fahrenheit Festival. As Arizona heats up, the hottest festival on Earth arrives. "The Scottsdale Fahrenheit Festival: Arms, Legs and Kicks," includes Scottsdale Beat the Heat: the Hottest Race on Earth starting at 2:47 p.m. (when the thermometer struck 122 degrees in Phoenix in 1990). Safer events are indoors, with the "world's largest" inflatable slide, a visit from the World's Greatest Arm Wrestler, the Arizona Ales & Cocktails Festival, a jalapeño eating contest, and a fast-pitch baseball contest. \$10 admission; online discounts; free for ages 12 and younger. The first 500 children get a free box of Hot Tamales candy. 10 a.m. to 9 p.m. WestWorld of Scottsdale, 16601 N. Pima Road. scottsdalefahrenheitfestival.com

The Tech of Sports. Online. May 29, 2018. Streamed on iTunes, Google, iHeartRadio, Stitcher and TuneIn Radio sites.

<https://techofsports.blubrry.net/jason-rose-founder-of-scottsdale-beat-the-heat-10-5k-race-aka-the-hottest-race-on-earth>



Continued

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Rick is joined by Jason Rose, founder of the [Scottsdale Beat the Heat 10/5 K Race](#) – The Hottest Race on Earth

After a five year hiatus, the hottest race on earth, Scottsdale's Beat the Heat is returning to West-World of Scottsdale as part of the new [Scottsdale Fahrenheit Festival: Arms, Legs and Kegs](#) event on June 16th. Runners will traverse a combination of hard-packed dirt, asphalt, off-road and concrete paths, polo field and grass. Runners will end inside the air conditioning in the North Hall of the Barrett-Jackson Collector Car Auction site. A true test for runners in the 100 degree+ heat of Arizona.

Jason talks about the origin of the race, what's new this time around and the true endurance test that it is for competitors.

The race is taking place proximate to the hottest day ever recorded in the Phoenix metro area (June 26, 1990), with total prize money of over \$8,000.

The amounts for the Scottsdale Beat the Heat are also steeped in symbolism. It will be available for the Top 5 finishers in the 10.22 kilometer for both male and female categories, as follows:

First Place: \$1990: To celebrate the year of the hottest day ever recorded in the Phoenix metropolitan area.

Second Place: \$1022: In honor of the distance of the race to beat the heat.

Third Place: \$626: In recognition of the hottest day recorded in Phoenix.

Fourth Place: \$247: The time when it hit the record heat and when runners launch.

Fifth Place: \$122: The highest temperature ever recorded in Phoenix.

The entry fee for the 10.22 kilometer is \$62.60 per person and includes a souvenir t-shirt and commemorative medal. The entry fee for the shorter 5K distance is \$1.00 and also includes a souvenir t-shirt and medal.

To register for Beat the Heat and to read more details on the race, visit <http://scottsdalefahrenheit-festival.com/scottsdale-beat-the-heat/>.

About:

Streets of Scottsdale

Scottsdale, AZ

June 16, 2018



← [NASCAR's Jeffrey Earnhardt and Nine Line Apparel CEO, Army Ret. CPT Tyler Merritt](#)


KJZZ (NPR) Radio & Online. May 17, 2018

<http://kjjz.org/content/641175/what-makes-someone-want-be-ultrarunner-conversation-jim-walmsley>

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What Makes Someone Want To Be An Ultrarunner? A Conversation With Jim Walmsley

By Lauren Gilger

Published: Thursday, May 17, 2018 - 10:31am
Updated: Thursday, May 17, 2018 - 2:22pm

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KTAR Radio & online. May 16, 2018

<http://ktar.com/story/2066553/74-year-old-woman-to-participate-in-hottest-race-on-earth-in-scottsdale/>

The screenshot shows the KTAR News website interface. At the top, there's a navigation bar with social media links (Facebook, Twitter, Email Alerts, Get the App) and a search bar. Below the navigation bar, the main headline reads "74-year-old woman to participate in 'hottest race on Earth' in Scottsdale" by Kathy Cline, dated May 16, 2018. A photo of a woman with red hair, wearing a blue shirt with "Scottsdale Rock & Roll" on it, is shown. To the right of the photo is a "Share" button. Below the photo, there's a "Most Popular" section featuring a "Memorial Day Savings 10% Off" advertisement for Arizona Painting Company. On the left side of the page, there's a "Latest News" section with several smaller article thumbnails and titles.

Latest News

KTAR.COM
Mesa high school teacher indicted on child pornography charges

GRISelda ZETHO
Families with Arizona ties included in lawsuit challenging border repatriation

KTAR.COM
Study shows Arizona cities among the least fit in the nation

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Arizona Republicans confident Trump, Kim Jong Un meeting will continue

KU VETNAM
Traveling Anne Frank exhibit to be on display in Phoenix this week

ASSOCIATED PRESS
Study: Wildfire, flooding near Williams could cost \$934M

PHOENIX — In one month, hundreds of runners will gather in the Phoenix area to beat the heat in the so-called "hottest race on Earth."

But one of those runners will stand out from the rest: A 74-year-old woman will be the oldest participant in this year's Beat the Heat race in Scottsdale.

Franceska Drozd told **KTAR News 92.3 FM** that she didn't even consider running until the 1970s, when she was in her thirties and her husband was stationed at an Air Force base in Hawaii.

"Now, the only kind of running I had ever done was running to catch a bus, or running to get the water on the stove," she said.

Related Links

Scottsdale's Beat the Heat race to return in June after five-year hiatus

Two more months to register for the Scottsdale Beat the Heat race

"You got to understand that women weren't allowed to sweat — let alone run. (But) I've always been a risk-taker."

Drozd completed her first marathon in her late thirties.

She told friends exactly what she wanted as a reward: "I'm going to sit under a tree in Kapiolani Park [in Honolulu, Hawaii]. I want a six-pack of Heineken, a bucket of Kentucky Fried Chicken, and a pack of cigarettes.

74-year-old woman to participate in 'hottest race on Earth' in Scottsdale

continued

The screenshot shows the KTAR News website interface. At the top, there's a navigation bar with the KTAR News logo and links for Facebook, Twitter, Email Alerts, and the app. Below this, a 'Latest News' sidebar on the left lists several stories with thumbnails. The main content area displays the article 'Mesa high school teacher indicted on child pornography charges' by Griselda Zetino. The article text is partially visible, starting with 'And, I don't want anybody around me.' and 'That first try sparked a love of running that has stayed with her.' The bottom of the screenshot shows the same website interface but with the article title 'Mesa high school teacher indicted on child pornography charges' highlighted in the sidebar.

Latest News

KTAR.COM
Mesa high school teacher indicted on child pornography charges

GRISelda ZETINO
Families with Arizona ties included in lawsuit challenging border separation

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Study shows Arizona cities among the least fit in the nation

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Arizona Republicans confident Trump, Kim Jong Un meeting will continue

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Traveling Anne Frank exhibit to be on display in Phoenix this week

ASSOCIATED PRESS
Study: Wildfire, flooding near Williams could cost \$934M

"You've got the (Scottsdale) Fire Department and Maricopa Ambulance keeping an eye on things," he said.

"We'll have water stations; Occasionally, they will turn on the sprinklers."

The Beat The Heat marathon will be part of the Scottsdale Fahrenheit Festival. Some other aspects to the festival will include live music, jalapeno-eating contests and Hot Tamale candy for the kids.

[Follow @CindyKutchen](#)

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Top Stories

Mesa high school teacher indicted on child pornography charges



Scottsdale Republic Cover Story. May 16, 2018.

SCOTTSDALE REPUBLIC

MIDWEEK, 05.16.18 ■ 29 SECTION SR ■ SCOTTSDALE.AZCENTRAL.COM PART OF THE USA TODAY NETWORK



BEAT THE HEAT COMING BACK

The Beat the Heat footrace is returning to Scottsdale for the first time since 2013, along with the Fahrenheit Festival.

COMMUNITY NEWS, PAGE 3

INSIDE TODAY ALSO FIND MORE ONLINE AT SCOTTSDALE.AZCENTRAL.COM

<p>Phoenix-tied priest accused of sex abuse</p> <p>COMMUNITY NEWS, PAGE 8</p>	<p>Top events in Valley for the rest of May</p> <p>THINGS TO DO, PAGE 15</p>	<p>Music-loving teen needs forever home</p> <p>WEDNESDAY'S CHILD, PAGE 24</p>
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Participants run through water sprayed by a firetruck during the Scottsdale Beat the Heat race in June 2013. Expect triple-digit temperatures again at this year's event. LIVE CAPTION BY THE REPUBLIC

continued

AZCENTRAL.COM • MIDWEEK, 06.16.16 • 29

Extreme Beat the Heat race is back

Angel Mendoza
ARIZONA REPUBLIC
USA TODAY NETWORK

Some like it hot.
Jason Rose, founder of the Scottsdale Fahrenheit Festival, wants to attract thousands from this crowd to participate in the returning 10.22K/5K Beat The Heat race, set for June 26, that runs through WestWorld and the McDowell Mountain Golf Club.

The Scottsdale City Council in March approved \$75,000 in beer-tax dollars to help fund the summer race, which Rose and city officials say will boost tourism.

"If you can prove and you can show that you can function in Scottsdale — or the Valley — at the most intense time during the day ... you can prove to anybody that you can come to Scottsdale, Arizona, and not only survive but have a good time," said Rose, who owns a public-relations firm.

The event is all about heat. The Fahrenheit Festival will feature a jalapeño-eating contest, a fast-pitch contest to see who can throw "heat," and the first 500 kids in attendance get free Hot Tamales candy.

Alongside the Beat The Heat race will be the Travis Baggett Arts Wristling Super Series and the Arizona Ales and Cocktails Festival "for those who would like to cool off," Rose said.

Filling gaps in seasonal tourism numbers

Karen Churchard, director of tourism and events for Scottsdale, said the race will boost tourism in the summer, when the city needs it most. Most of the city's notable events, such as the Barrett-Jackson car auction, occur in the fall, winter or spring, she said.

"Generally speaking, the best events of the season, if you will, just took place this past weekend," Churchard said in early May.

She said the "quickness" of the Fahrenheit Festival could attract local and out-of-state tourists who would like to enjoy the heat.

"The Germans love our summer heat," Churchard said.

The inaugural race five years ago



A runner crosses the finish line to receive a drink at the end of the 2013 Beat The Heat race in Scottsdale. The race hasn't returned until this year. JENNIFER PAKES STUNDEHL/ROSE+ROSEN+LYNN PUBLIC AND ONLINE RELATIONS

signed up more than 1,000 runners from 20 states, Britain, Iceland and Ethiopia.

Race returns, despite hospitalizations

The race is coming off a five-year hiatus, Rose said that in 2013, the pilot year, runners ran outside on a 90-degree day with a light breeze.

There were two "heat-related" incidents where people were transported to a hospital during the 2013 event, according to Mark Debruyckere, divisions chief of special operations with the Scottsdale Fire Department.

Rose said the hospitalizations weren't the direct reason the race didn't immediately return. Rather, he said, he and his company were focused on other events for the time being.

"It was really the input from the run-



A runner tries to cool down at a water station during at WestWorld during June 2015's competition. THE CLAYTONS/REUTERS/GETTY IMAGES

See HEAT, Page 4

Continued



In 2013, the race's pilot year, runners ran outside on a 109-degree day with a light breeze. EVIE CARPENTER/THE REPUBLIC

Heat

Continued from Page 3

ning community" that got him and his colleagues to consider bringing back the festival, Rose said.

June in Arizona can be dangerously hot. More than a third of Scottsdale firefighters' 118 calls for heat exposure in 2017 happened in June, according to Fire Department spokeswoman Lori Schmidt.

The Phoenix area's hottest day on record came June 26, 1990, when temperatures soared to 122 degrees.

How to run in the sun safely

For those looking to take the challenge, Debruyckere said it's crucial to

begin training early — not just for running but for the heat itself.

"Make sure they're acclimated to the climate, that they're training prior to the event and that they drink copious amounts of water throughout the day and prior to the event race," Debruyckere suggested.

Loose, breathable clothing and a hat is useful too, said Pat's Run co-founder Perry Edinger, who is working as a consultant for the event. He ran the 2013 race twice, he said.

"I think the risks are lower than people expect," Edinger said. "As long as you have some acclimatization to the sun and are used to it and you take some precautions, you're going to be fine."

However, Edinger said the heat drains to the point where a runner's typ-

See HEAT , Page 6

continued



Runners go through a fire engines' spray during the first Beat the Heat race. The race's start and end will be air-conditioned this year. PATRICK BREEN/THE REPUBLIC

Heat

Continued from Page 4

ical mile will be about a minute longer than usual.

"If you get to the point where you can't talk and you have trouble with controlling yourself and you can't carry a conversation with the person next to you, then you'd better pull out and you'd better cool off. You'd better find some help," Edinger said.

Safety measures from Scottsdale Fire

"Safety is a big part of this race," Rose said. "There's nothing like it in the world."

He said the Scottsdale Fire Department will have a "major" presence, along with numerous water stations. He also said the race will have runners start and end in air-conditioned facilities, while in the 2013 race, runners finished outdoors.

The Fire Department is not sponsoring the event, but there will be multiple off-duty personnel there who will be paid to respond swiftly to any incidents. This will include multiple teams of firefighter paramedics and EMTs who will have mobility throughout the course with the use of carts and ATVs, Debruyckere said.

Rose said there will be a "robust" presence of ambulances as well. Maricopa Ambulance is an emergency services provider and a sponsor of the race,

he added.

Water stations will be set up every half mile.

Run the risk, receive rewards

There will be cash prizes for the race's fastest male and female runners, according to the Fahrenheit Festival website:

- First - \$1,990 (The year Phoenix temperatures reached record levels.)
- Second - \$1,220.
- Third - \$626.
- Fourth - \$451.
- Fifth - \$122.

Of the several hundred sign-ups the race has so far, a 74-year-old woman and 71-year-old man are the oldest, Rose said.

"It's not dissimilar to a running of the bulls or some of the other ultra races that take place," Rose said. "And that's ultimately the opportunity here: With great precaution and safety protocols, can we ... finally use the heat to our advantage to push summer tourism?"

Rose said receiving city funding for an outdoor event in the summer is rare and an exciting opportunity for Scottsdale tourism.

"That's the first time they've ever had a proposal, certainly funded a proposal at summer, so they were very appreciative that we were willing to take that risk," he said. "And we'll find out ... if that was a risk worth taking."

Reach reporter Angel Mendoza at amendoza@gannett.com. Follow him on Twitter @angelnmendoza_ or on Facebook.

AZ Central. Online. May 14, 2018.


<https://www.azcentral.com/story/news/local/scottsdale/2018/05/14/extreme-beat-heat-race-fahrenheit-festival-returns-scottsdale-june/596791002/>

azcentral. LOCAL SPORTS THINGS TO DO BUSINESS TRAVEL SUBSCRIBE ARCHIVES NATION JOBS MORE


After 5-year hiatus, Scottsdale's extreme Beat the Heat Race returns in June

Angel Mendoza, The Republic | azcentral.com
Published 11:19 a.m. MT May 14, 2018 | Updated 11:19 a.m. MT May 14, 2018

Click for Sound



Anyone with information on a fatal hit-run on March 12, 2018, is asked to contact Mesa police or Silent Witness. Video from Mesa Police DepartmentThe Republic | azcentral.com



(Photo: Patrick Breen/The Republic)

Some like it hot.


Jason Rose, founder of the [Scottsdale Fahrenheit Festival](#), wants to attract thousands from this crowd to participate in the returning 10.22K/5K Beat The Heat Race set for June 16 that runs through WestWorld and the McDowell Mountain Golf Club.

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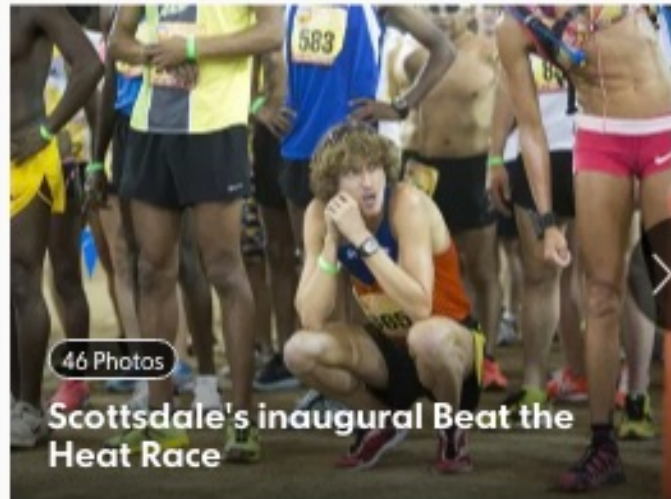
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Recommended Video



continued

Alongside the Beat The Heat race will be the Travis Bagent Arm Wrestling Super Series and the Arizona Ales and Cocktails Festival "for those who would like to cool off," Rose said.



Filling gaps in seasonal tourism numbers



Anthony Aguilar runs down the grass finishing first in the 5K race during the first Beat the Heat race at WestWorld in Scottsdale on June 22, 2013. (Photo: Patrick Breen/The Phoenix)

continued

Karen Churchard, director of tourism and events for Scottsdale, said the race will boost tourism in the summer, when the city needs it most. Most of the city's notable events, such as the Barrett-Jackson car auction, occur in the fall or spring, she said.

"Generally speaking, the last events of the season, if you will, just took place this past weekend," Churchard said in early May.

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"The Germans love our summer heat," Churchard said.

The inaugural race five years ago signed up more than 1,000 runners from 28 states, Britain, Ireland and Ethiopia.

Race returns, despite hospitalizations



A runner tries to cool herself down at a water station during the first Beat the Heat race at WestWorld in Scottsdale on June 22, 2013. (Photo: Evie Carpenter/The Republic)

The race is [coming off a 5-year hiatus](#). Rose said that in 2013, the pilot year, runners ran outside on a 109-degree day with a light breeze.

There were two "heat-related" incidents where people were transported to a hospital during the 2013 event, according to Mark Debruyckere, divisions chief of special operations with the Scottsdale Fire Department.

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continued

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June in Arizona can be dangerously hot. More than a third of Scottsdale firefighters' 118 calls for heat exposure in 2017 happened in June, according to Scottsdale Fire Department spokeswoman Lori Schmidt.

The [Phoenix area's hottest day on record](#) came June 26, 1990, when temperatures soared to 122 degrees.



1 of 9



Biltmore Lifestyle. Print. May Issue 2018

Michelob ULTRA SCOTTSDALE FAHRENHEIT FESTIVAL

PRESENTED BY
TALKING STICK RESORT

Runners Getting Ready for the Hottest Race on Earth

Arizona's temperatures are heating up, and so are the stakes in the hottest race on earth with the prize money totaling more than any other race in Arizona.

Scottsdale Beat the Heat, just one of the many facets of the Scottsdale Fahrenheit Festival: Arms, Legs and Kegs is returning to WestWorld of Scottsdale on June 16th.

The race is taking place proximate to the hottest day ever recorded in the Phoenix metro area (June 26th, 1990), with total prize money of over \$8,000.

The amounts for the Scottsdale Beat the Heat are also steeped in symbolism. It will be available for the Top 5 finishers in the 10.22 kilometer for both male and female categories, as follows:

- First Place: \$1990: To celebrate the year of the hottest day ever recorded in the Phoenix metropolitan area.
- Second Place: \$1022: In honor of the distance of the race to beat the heat.
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The entry fee for the 10.22 kilometer is \$62.60 per person and includes a souvenir t-shirt and commemorative medal. The entry fee for the shorter 5K distance is \$51.00 and also includes a souvenir t-shirt and medal.

To register for Beat the Heat and to read more details on the race, visit <http://scottsdalefahrenheitfestival.com/scottsdale-beat-the-heat/>.

In addition to the hottest race on earth, there are many other elements that make up the Scottsdale Fahrenheit Festival. One of those being the richest arm wrestling contest in the nation with the World's Greatest Arm Wrestler, Travis Baggett.

To top off all things heat, there will also be a jalapeno eating contest for participants 18 years and older and a fast pitch baseball contest for adults and kids with trophies being awarded to the winners with the most "heat."

To cool down at the event, attendees can enjoy some of the best local craft beers and cocktails. The Arizona Ales & Cocktails Festival will be located inside the Fahrenheit Festival and will feature top mixologists, M Culinary and the Arizona Craft Brewers Guild.

If the most prize money ever awarded for a road race in Arizona isn't enough incentive to compete in the hottest race on earth, there is sure to be something that everyone can enjoy at the Scottsdale Fahrenheit Festival.

"We wanted to provide significant rewards, the most in the state, to the top finishers of Beat the Heat for helping everyone understand that Scottsdale is a great place to be in the summer too, even after enduring a race at 2:47pm in the afternoon," said Jason Rose, Founder of the Scottsdale Fahrenheit Festival. "Whether people want to compete in the race or just come out to the event to experience all it has to offer, this is going to be the 'hottest' occasion of the summer that people won't want to miss."

Admission for the Scottsdale Fahrenheit Festival is \$5. Family, friends, and fans will be welcome along the race route with a celebration for finishers inside the North Hall.

For more information or to interview a race organizer or participants, please contact Jennifer Parks-Sturgeon. To register for the event, please visit www.scottsdalefahrenheitfestival.com.



Sonoran News. Online. May 8, 2018.

<http://sonorannews.com/2018/05/08/21816>

Sonoran News
The Conservative Voice of Arizona

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PRINT EDITION

Home › News › The hottest race on earth

News

The hottest race on earth

By **Sonoran News** - May 8, 2018



SCOTTSDALE – Hoping to claim some of the prize money from the most lucrative road race in Arizona, talk of the ultrarunning community and Arizona native, Jim Walmsley, has registered to compete in **Scottsdale Beat the Heat** taking place on June 16 at WestWorld.



continued

Scottsdale Beat the Heat: The Hottest Race on Earth, is a 5k and 10.22-kilometer race taking place during the middle of the day at the [Michelob Ultra Scottsdale Fahrenheit Festival](#): presented by [Talking Stick Resort](#).



Some of Walmsley's career highlights include: UltraRunning Magazine and Runner's World 2016 Ultra Runner of the Year and UltraRunning Magazine's 2017 Ultra Runner of the Year, the fastest record for running across the Grand Canyon and back, the most consecutive wins at the JFK 50 Mile (three), 15 career ultra wins, and 16 career trail course records.

"This is definitely going to be a completely different race than anything I have ever run before," said Walmsley. "With the race taking place in the middle of the day with a start time of 2:47pm, I am training and looking forward to the challenge of the extreme Arizona summer temperatures."

The race is taking place proximate to the hottest day ever recorded in the Phoenix metro area (June 26, 1990), with total prize money of over \$8,000.

Interested runners can register online at <http://scottsdalefahrenheitfestival.com/scottsdale-beat-the-heat/>.

The Beat the Heat race is just one of the many facets taking place at the Scottsdale Fahrenheit Festival on June 16. There will also be the richest arm wrestling contest in the nation with the World's Greatest Arm Wrestler, Travis Bagent, the Arizona Ales & Cocktails Festival, and The El Hefe Jalapeno Eating Contest presented by Udder Delights.

Attendees will also be able to enjoy the world's tallest inflatable water slide, a fast pitch baseball contest, fire performances by Burden Blossom, and live interactive art pieces by Ashley Macias among many other things.

Admission to the event is \$5 in advance and \$10 at the door, with free admission for kids 12 and under. Tickets to the event can be purchased online at <http://scottsdalefahrenheitfestival.com/>.

For media inquiries contact Cassidy Jacks at 205.863.9414 or by email at cjacks@rosemoseallnpr.com.

About Scottsdale's Beat the Heat

The race was originally conceived as a by-product of a Scottsdale Tourism brainstorm session about how to attract more visitors to the city during summer months. Race organizers believed an extreme marketing approach displaying the ultimate way people could experience the heat would encourage others to come enjoy the community's great hotels, resorts and night life. It worked as some 1,300 runners braved the hot temperatures in 2013 to participate. The race hasn't been staged since 2013.

Scottsdale Independent. Print. April 30, 2018.

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TOWN OF PARADISE VALLEY INDEPENDENT
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APRIL 25, 2018



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Events:

Center for the Arts accepting nominations

Phoenix Center for the Arts presents the Seventh Annual Mayor's Arts Awards Thursday, Oct. 11, in the Margaret T. Hance Park Urban Plaza, 67 W. Culver St.

Nominations for this year's awards officially opened to the public April 4 and remain open until 11:59 p.m. Friday, May 4. Nominated artists will be asked to fill out a more detailed application in June to define and showcase their work, a press release states.

The Mayor's Arts Awards serve to identify outstanding leaders in eight areas: Culinary Artist, Dance Artist, Literary Artist, Music Artist, Theatre Artist, Visual Artist, Young Artist and Innovative Arts Organization.

Finalists will be chosen based on the criteria of innovation, impact and collaboration, according to a press release.

Nominations can be made online by visiting phoenixcenterforthearts.org/miaa.

Scottsdale Film Festival expands

The 18th annual festival will run from Friday, Nov. 2 to Sunday, Nov. 11 at the Harkins Shea 14 Theatres, 7354 E. Shea Blvd. in Scottsdale.

A party and opening night film will be held Nov. 2. There will be a full schedule of films on multiple screens on opening weekend of Saturday, Nov. 3 and Sunday, Nov. 4.

New this year, the festival will showcase one film each weeknight on Monday, Nov. 5 through Friday, Nov. 9, the release noted.

On the final weekend of Saturday, Nov. 10 and Sunday, Nov. 11, another full slate of films on multiple screens will be shown leading up to the closing night film on Sunday evening.

Founded in 2001, Scottsdale International Film Festival is an annual

See Events — Page 25

ON DISPLAY NOW



A view of what will appear at the "The Memphis Rainbow Parlour" by Mark Freedman and Lisa von Hoffner.

Rainbow Parlour descends on Walter Art Gallery in Scottsdale

The Walter Art Gallery presents "The Memphis Rainbow Parlour" by Mark Freedman and Lisa von Hoffner, which opened Friday April 20.

The Walter Art Gallery is at 6425 E. Thomas Road in Scottsdale.

The two artists worked in partnership on the show that includes fanciful vignettes composed of paintings, mixed media pieces, and found artifacts.

Mr. Freedman and Ms. von Hoffner were influenced by the Italian "Memphis Design Group" whose design and architecture were characterized by colorful decoration and

asymmetrical shapes, according to a press release.

The word "rainbow" reflects their passion for color. "Parlour" refers to their curiosity for historical gatherings where people purposely shared their time indulging in feeding the senses.

The artists were specifically inspired by the parlors and salons of Versailles and the visions of The Sun King.

Mr. Freedman creates art inspired by his life experiences. The "fabricated artifacts" are glimpses into a semi-fictional past and explore physical and emotional transformation. The

mixed media vignettes, which accompany the paintings provide an anchor to the physicality of the past moment in the right now.

Ms. von Hoffner's works help the viewer disengage from self and enjoy a moment of the infinite.

The Walter Art Gallery is a part of The Walter Project, an innovative community of artists, entertainers, makers, and visionaries who come together to form various creative ventures such as The Walter Art Gallery, Walter Productions, Walter Yoga, and The Station (the Walter brewery).



Adults are invited to Science With A Twist.

Science With A Twist: mix adult evenings with science

The Arizona Science Center is offering an adult night out featuring events and parties for those 21 and over for Science With A Twist.

Once the doors close for families and children, adults can enjoy science experiments with drinks, music, and interactive fun set to a different theme, according to a press release, inviting grown ups to exhibit specific galas.

Step back in time with "Pompeii: The Exhibition," or recline in the Dorrance Planetarium, which is among the largest planetariums in the U.S., the release said. Exhibits include the Dorrance Planetarium for "Lasers and Liquor" offering favorite tunes during karaoke in the planetarium, plus a Pink Floyd laser show on May 10.

Experience a volcano firsthand in the Dorrance Planetarium with "Supervolcano." In addition to a choreographed light show that blends jazz, rock, and psychedelic music, the release added.

"Pompeii: The Exhibition" offers history with science by traveling back to 79 A.D. and exploring the city frozen in time by the catastrophic eruption of Mount Vesuvius at Pompeii.

"Pompeii: The Exhibition" is at Arizona Science Center through May 28.

For more information go to the events and programs tab on azscience.org.

UPCOMING

Inaugural Scottsdale Fahrenheit Festival adds water slide

The Inaugural Michael Ultra Scottsdale Fahrenheit Festival presented by Talking Stick Resort has a growing list of attractions including a five-story Skyscraper dual lane water slide for kids and adults to enjoy June 16 at WestWorld of Scottsdale.

Organizers have added the world's tallest inflatable water slide attraction as a cool down from one of the festival's key elements, Scottsdale Beat the Heat: The Hottest Race on Earth, a 5K and 10.22-kilometer race happening during the middle of the day at the



The world's tallest inflatable water slide is added to attractions at the Scottsdale Fahrenheit Festival on June 16 at WestWorld.

event, according to a press release.

Scottsdale's Beat the Heat race began from a Scottsdale Tourism brainstorming session on how to attract more visitors to the city during summer months.

The release detailed how race organizers focused on marketing ways people could enjoy the community's hotels, resorts and night life despite the heat.

As a result, some 1,300 runners braved hot temperatures in 2013 to participate, the release said. This year, organizers

expect increased attendance with the addition of the water slide and other attractions such as fire performances throughout the day by Burden Blossom, also known as the human Fire Breathing Dragon, with six unique shows; Ashley Macias, a local artist entertaining with live interactive pieces made from charcoal, noted the release.

The summer event will have something for everyone to enjoy, the release said, describing

See Slide — P. 25

Phoenix Business Journal. Online. April 13, 2018

*On website and also in Email blast

<https://www.bizjournals.com/phoenix/news/2018/04/13/hottest-race-on-earth-coming-to-arizona.html>

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'Hottest race on earth' coming to Arizona

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Scottsdale

MIKE SUNNUCKS



By Mike Sunnucks – Senior Reporter, Phoenix Business Journal
5 hours ago

IN THIS ARTICLE

Jason Rose
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A self-styled "hottest race on earth" is slated for Scottsdale in June.

The Scottsdale Fahrenheit Festival is scheduled for June 16 at WestWorld. The race is being held to bring more activity to Scottsdale during Arizona's hot summer months and to commemorate the hottest day recorded in

Continued

Phoenix history in June 1990 when the temperature topped out at 122 degrees.

The event is being staged by Scottsdale publicist and public relations CEO [Jason Rose](#), who also puts on the annual Bentley Scottsdale Polo Championships. Talking Stick Resort, Maricopa Ambulance, the city of Scottsdale and Experience Scottsdale are sponsoring the heat race.

The 10.22-kilometer Beat the Heat race will have \$8,000 in prize money and start at 2:47 p.m. to maximize the heat. There also is a shorter 5K race. Scottsdale put on a similar race in 2013, which drew 1,300 runners. Rose said in a statement the idea was to showcase Scottsdale's tourism and visitor offerings even during the hot summer months.

The city of Scottsdale, often the epicenter of tourism in the Valley with numerous resorts and golf courses, approved \$75,000 in tourism funds to support the Beat the Heat event.

This summer's heat fest also will feature a jalapeno-eating contest and an arm wrestling tournament headlined by champion arm wrestler [Travis Bagent](#).

The Arizona Ales & Cocktails Festival will be held inside at WestWorld as part of the larger Fahrenheit Festival.

The Phoenix region saw record heat last summer, including temperatures that approached or hit 120 degrees.

KTAR. On-Air and Online. April 21, 2018
<http://ktar.com/story/2028048/scottsdale-beat-the-heat/>

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ARIZONA NEWS

Two more months to register for the Scottsdale Beat the Heat race

BY JOE GILMORE

APRIL 21, 2018 AT 5:08 AM

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(AP Photo/Matt York)

PHOENIX — There are only two months left to register for the Scottsdale Beat the Heat race, the "hottest race on Earth."

[Registration](#) fees cost \$51 and \$62.60 for the 5K and 10K races. Registration comes with a commemorative t-shirt and medal.

This year's race will mark the return of the event after a five-year hiatus.

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Continued

Prizes for the mens' and womens' races range from \$1990 for first place to \$122 for fifth place.

Related Links

Scottsdale's Beat the Heat race to return in June after five-year hiatus

The prize totals commemorate the hottest day on record in the metro Phoenix, when the temperatures reached 122 degrees in June of 1990.

Due to the physical demand of the race, runner were encouraged to visit a doctor before registering.

Multiple ambulances, paramedics and other safety personnel will be present for the duration of the event.

Hydration stations will be provided every half-mile.

The race will begin at 2:47 p.m. at the North Hall of WestWorld of Scottsdale and end in the same spot.

Beat the Heat is part of the [Scottsdale Fahrenheit Festival](#), which features an arm wrestling competition and a beer and cocktail festival in addition to the race.

The three events all take place on the same day at WestWorld located on Bell Road and the Loop 101.
